

UINTAH COUNTY

EXPENDITURES	1995	1996	1997	Explanation
Administrative	\$75,410	\$72,253	\$65,856	salaries, office expense & misc. administration
Miscellaneous				
Total Promotional:	\$75,887	\$126,806	\$86,315	
Advertising	\$3,037	\$7,189	\$20,303	
Brochures	\$6,078	\$32,665	\$19,844	
Contributions				
Fam Tours	\$729	\$578	\$150	
General Promotional	\$55,880	\$74,952	\$36,070	UTR membership, marketing, & some advertising/brochure
Shows	\$3,463	\$7,122	\$3,348	
Signs	\$6,700	\$4,300	\$6,600	
Travel Region				
Brick and Mortar (Operations):	\$13,538	\$6,000	\$19,000	
Construction Expense	\$13,538	\$6,000	\$19,000	Scenic Byway (paid by grant funds)
Visitor Center Operation				
Transfers Out				
Total Expenditures	\$164,835	\$205,058	\$171,171	
REVENUES				
Tax Commission TRT Report*	\$127,110	\$118,212	\$134,748	
County TRT Report*	\$128,000	\$118,212	\$120,948	
Other Revenues**	\$26,699	\$40,079	\$32,139	matching funds, grants, & miscellaneous
Percent Adm./Misc./Promo/Transfers	91.79%	97.07%	88.90%	
Percent Brick and Mortar	8.21%	2.93%	11.10%	

* A reporting difference in Transient Room Tax between the Tax Commission and Counties can be attributed to both a 1.5 % charge by the Tax Commission and cyclical reporting issues.

**Uintah County also receives some TRT revenue from Daggett & Duchesne for promotion of the Dinosaurland Travel Region. However, these amounts are not included in the "other revenue" category.